

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM398812

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lifebooker, LLC		07/01/2016	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Reichman Family Limited Partnership		
Street Address:	160 Pierrepont Street		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11201		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4604549	POWERED BY LIFEBOOKER	
Registration Number:	4062485	LIFEBOOKER LOOT	
Registration Number:	4069759	LIFEBOOKER	
Registration Number:	4086529	DISCOUNTDOWN	
CORRESPONDENCE DATA			
Fax Number:	2124843990		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212.484.3928		
Email:	marylee.jenkins@arentfox.com		
Correspondent Name:	Marylee Jenkins		
Address Line 1:	1675 Broadway		
Address Line 2:	Arent Fox		
Address Line 4:	New York, NEW YORK 10019-5820		
NAME OF SUBMITTER:	Marylee Jenkins		
SIGNATURE:	/Marylee Jenkins/		
DATE SIGNED:	09/16/2016		
Total Attachments: 2			
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OP \$115.00 4604549

ASSIGNMENT OF TRADEMARK REGISTRATIONS

This ASSIGNMENT OF TRADEMARKS ("Assignment"), dated as of July 1, 2016, is made between LIFEBOOKER, LLC ("Assignor"), a New York limited liability company, located at 45 Main Street, Suite 524, Brooklyn, NY 11201 and REICHMAN FAMILY LIMITED PARTNERSHIP ("Assignee"), a Delaware limited partnership, located at 160 Pierrepont Street, Brooklyn, NY 11201.


WHEREAS, Assignor is the owner of each of the trademarks including any and all goodwill symbolized by any of the foregoing as set forth on Schedule A annexed hereto (collectively, the "Trademarks"); and


WHEREAS, Assignee wishes to acquire the Trademarks from Assignor and Assignor wishes to assign the Trademarks to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks set forth on Schedule A annexed hereto.

LIFEBOOKER, LLC

REICHMAN FAMILY LIMITED PARTNERSHIP

By: 
Name: Arnold Reichman
Title: President
Date: July 1, 2016

By: 
Name: Arnold Reichman
Title: Managing Partner
Date: July 1, 2016

SCHEDULE A

Country	Trademark	Registration Number	Registration Date
European Union	LIFEBOOKER	10,037,224	November 10, 2011
Japan	LIFEBOOKER	5,488,487	April 20, 2012
Korea	LIFEBOOKER	246,107	December 4, 2012
United States	POWERED BY LIFEBOOKER	4,604,549	September 16, 2014
United States	LIFEBOOKER LOOT	4,062,485	November 29, 2011
United States	LIFEBOOKER	4,069,759	December 13, 2011
United States	DISCOUNTDOWN	4,086,529	January 17, 2012